

**REMARKS**

Newly submitted claims 43-53 remain in this application. Applicant respectfully requests re-examination.

Applicant appreciates the indication that the drawings filed on March 21, 2001 are acceptable. Applicant appreciates the Patent Office's acknowledgment of Applicant's claim for priority under 35 U.S.C. § 119(a) – (d) and that all certified copies of the prior art documents have been received in application USSN 08/928,010, the parent application of the current continuation application.

Claims 37-42 are cancelled without prejudice in favor of new claims 43-53. Newly submitted claims 42-53 define the data display control apparatus invention as generally shown in Figure 7 of the drawings and described throughout the specification, and specifically at page 56, line 23 to page 62, line 23. The advantages of the claimed data display control specifically, as set forth in claim 43 are discussed in detail in the specification at page 28, line 10 to page 51, line 9.

The current invention includes a “display control unit for controlling the display of the plurality of contents in response to the interacting operation of the user, wherein each of the plurality of contents has at least one instruction for controlling the display of the content and time control information for indicating a time at which the instruction is to be executed. . . the display control unit, in the case where the time information judging unit judges that the instructions should be executed, changes the display of the currently displayed content by executing the instruction.”

*Shoff et al* (US 6,240,555) is directed to an interactive entertainment system that enables the presentation of supplemental interactive content along with the traditional broadcast video,

such as television shows and movies. The only timing concern that *Shoff* discusses is the timing required to synchronize presentation of the supplemental content with the video content program. The approach suggested by *Shoff* to accomplish this is to “coordinate the supplemental content to a particular program start time and then carefully measure time from that start time to synchronize presentation of the supplemental content with the appropriate points in the program.” (Column 10, lines 7-15)

Clearly, this falls short of a teaching for “a display control unit for controlling the display of the plurality of contents in response to the interacting operation of the user, wherein each of the plurality of contents has at least one instruction for controlling the display of the content and time control information for indicating a time at which the instruction is to be executed.”

Claims 44-52 depend from and further limit independent claim 43.

Applicant respectfully requests that claims 43-52 be allowed over the art of record for the reasons stated above.

Claim 53 sets out the steps of the process performed by a CPU following a program on a storage medium which includes the display control steps of the display control unit in claim 43.

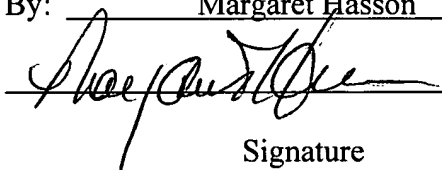
For this reason, applicant submits that claim 53 is also allowable over *Shoff*.

*Payne et al* (US 5,715,314) is directed to a network-based sales system that includes a buyer computer for operation by user desiring to buy a product, a merchant computer and a payment computer, all interconnected by a computer network. The purpose of the *Payne* system is to provide a simple purchase system that ensures that the user is authorized to purchase the product without requiring the merchant computer to store information in its data base about which buyers are authorized to purchase products and which are not. The Office Action refers to *Payne* simply for a teaching of the use of hyperlinks (URLs).

Clearly *Payne* does not teach anything relevant to the current invention as set forth in claims 43-53.

In light of the above remarks, applicant respectfully requests that claims 43-53 be allowed and this application passed to issue.

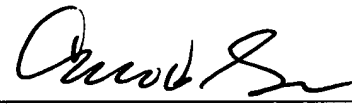
I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on July 27, 2005.

By: Margaret Hasson  
  
Signature

Dated: July 27, 2005

Respectfully submitted,

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